

**General Plan 2020
Interest Group Committee Meeting Minutes
March 19, 2001**

Interest Group:

Jim Whalen	Alliance for Habitat Conservation
Michael Johnson	American Institute of Architects
Alexandra Elias	American Planning Association
Terry Barker	American Society of Landscape Architects
Bonnie Gendron	Back Country Coalition
Karen Messer	Buena Vista Audubon Society
Matt Adams	Building Industry Association
Diane Coombs	Citizen Coordinate for Century 3
Dan Silver	Endangered Habitats League
Bruce Tabb	Environmental Development
Al Stehly	Farm Bureau
Greg Lambron	Helix Land Company
Kevin Doyle	National Wildlife Federation
Allison Rolfe	San Diego Audubon (Note - unauthorized alternate at this meeting)
Erik Bruvold	SD Economic Regional Development Corporation
Winston Elton	Save Our Land Values (Note - unauthorized alternate at this meeting)
Eric Bowlby	Sierra Club

Public at Large:

Almeda Starkey	Pine Valley
Barbara Lind	Jamul
Brent McDonald	Caltrans
Charlene Ayers	N/A
Chris Anderson	Ramona Chamber of Commerce
Constance Clover	Alliance/McMillan Companies
Dan Friedlander	Stephenson Worley
Dave Shibley	N/A
Devore Smith	Sierra Club
Doug Benson	Alpine
Dutch Van Dierendonck	Ramona Planning Group
Eric Anderson	Elfin Forest Town Council
Ernest Barrera	Alpine Herald
Fred Lorenzen	Sierra Club
Gene Driscoll	N/A
Geoffrey Smith	Sierra Club
Jack Bransford	Quail Unlimited
Jeanne Pagett	Fallbrook
Jerry McLees	Sweetwater Authority
Joe Klasser	Alpine Planning Group
Laura Houle	E. San Diego County Association of Realtors
Liz Higgins	San Diego Association of Realtors
Luis	N/A
Michael Taylor	Taylor Ranch

Michael Thometz	MERIT
Pat Flanagan	San Diego Natural History Museum
Paul Etzel	Mt. Laguna Observatory/SDSU
Paul Gebert	San Diego County Water Authority
Peggy Gentry	WRT
Peng Tan	Property Owner
Reed Morgan	American Institute of Architects
Rich Cansillon	Sierra Club
Ruth Potter	Sierra Club
Shirley J. Fisher	Jacumba Sponsor Group
Terry Weiner	Sierra Club

County:

Karen Scarborough (DPLU, group facilitator)
 Gary L. Pryor (DPLU)
 Joan Vokac (DPLU)
 LeAnn Carmichael (DPLU)
 Aaron Barling (DPLU)
 Tom Harron (County Counsel)
 Elias Barbosa (DPLU)
 Gisela Hernandez (DPLU)

DISCUSSION ITEMS:

Alternates-

All Interest Group members should submit a list of alternate representatives and the CAO will select an alternate from the list provided. Although there is already a few “alternates” at this meeting, they can not be official because the CAO has not approved them yet. The alternates should be part of the organization they represent and they must also be updated as to the issues discussed at Interest Group meetings.

Email-

The Interest Group meeting packets of information will be sent through email to those interested being on the email list. In order to be tree friendly, we will not send everyone on the Interest Group mailing list a copy of the materials that will be discussed at the following meeting. If requested, meeting materials can be sent through normal mail delivery. Packages submitted for the Interest Group will not be reproduced for distribution. Enough copies for the interest group should be provided.

Meetings-

Saturday, March 24th is the Steering Committee meeting. DPLU will be going to the Planning Commission sometime in April and to the Board of Supervisors in November. Because these dates are fast approaching, we do not have a lot of time to put the alternatives together. In order to thoroughly discuss and put together Interest Group recommendations, the group will meet every other Monday from 1:00pm – 3:00pm. Meetings will begin on Monday, March 26th in the CAC tower 7.

Financial Disclosures-

County Counsel has established that this group is not required to provide financial disclosures because Interest Group members are voluntary and not elected. All financial disclosures by Interest Group members are voluntary.

Note – In lieu of providing official disclosures, the Interest Group presented verbally the “interest” their organization represents. The following are summaries:

- Terry Barker, American Society of Landscape Architects
 - National policies that are wide ranging on growth and the environment
 - Approximately 300 members in the association
 - They are clients of land developers and they are also very involved in environmental issues
 - A small committee will assist.
- Erik Bruvold, San Diego Regional Economic Development Corporation (EDC)
 - Eight public funders
 - Approximately 250 employers (larger CO's) fund EDC
- Diane Coombs, Citizen Coordinate for Century 3 (C-3)
 - Will provide handouts on C3's goals and policies at next Interest Group meeting
 - The group has a board of directors with 300 members
 - Would like to hold a forum on growth in June
- Winston Elton, Save Our Land Values (SOLV) (Note - unauthorized alternate at this meeting)
 - 300-500 members and a board of directors
 - Group of landowners
 - Personally owns land in North County
 - Concerned with land values and property rights
- Bruce Tabb, Environmental Development
 - Represents a number of landowners in Otay, San Diego, Santee and Ramona
 - Partnerships structured throughout the county
- Allison Rolfe, San Diego Audubon (Note - unauthorized alternate at this meeting)
 - 3200 member
 - Decisions made at Interest Group meetings go through San Diego Audubon's conservation committee
 - Most of the members are in incorporated San Diego
- Al Stehly, Farm Bureau
 - The Farm Bureau has existed since 1913
 - Represents farmers in San Diego County
 - 7200 members in the San Diego Farm Bureau
 - Associated with California Farm Bureau (80,000 members)
 - Concerned with being the only farmer in Interest Group when most of the property that is being rezoned is farming property
- Bonnie Gendron, Back Country Coalition
 - 300 members with a Board
 - non-profit organization
 - Concerned with nature, scenic resources and the enhancement of quality of life
- Eric Bowlby, Sierra Club
 - Interested in preservation, wildlife, open space, agriculture and quality of life
 - 15,000 members in the San Diego and Imperial Counties
 - Personally owns property in North Park and El Cajon

- Karen Messer, Buena Vista Audubon Society
 - 1200 members in the North County group
 - Group is an independent chapter of the Audubon Society
 - Focused on nature
 - The group is primarily focused on a nature education center for children
- Kevin Doyle, National Wildlife Federation (NWF)
 - Director of the NWF western regional office
 - The group services California, Nevada and Baja California
 - Endangered species concerns
 - Wildlife advocacy group
 - Interest in preserving and enhancing human quality of life
- Matt Adams, Building Industry Association (BIA)
 - Director BIA's government affairs
 - 13,000 member companies
 - Advocate for housing and economic well-being in San Diego
 - Plan responsibly for new home and new business creation
 - MSCP advocate and want to continue with environmental preservation that balances
- Dan Silver, Endangered Habitats League
 - Works in 5 counties
 - 400 members
 - Group supported by members and foundation who are interested in smart growth
 - Regional long-term perspective
 - Habitat and land use planning
- Jim Whalen, Alliance for Habitat Conservation
 - Group of landowners since 1989
 - 20 members that represent 70,000 acres
 - Group attempts to find a balance between economic development, housing and environmental preservation
 - Work with BIA
 - Personal company is a small firm that represents landowners, institutions, families and sometimes government
- Michael Johnson, American Institute of Architects (AIA)
 - President of AIA
 - 900 members
 - Stands for liveable communities, quality of life, urban designation, Brown-field clean-up
 - Group is directed by a board who he will go to for decisions
 - Personally owns an architect firm
 - Owns a home in Jamul across from the casino and a home in Spring Valley
 - Is 20% partner of a project in Little Italy
- Greg Lambron, Helix Land Company
 - Since the 1950's
 - Part owner and employee of company
 - Represents large landowners throughout the county, but primarily in east county
 - Active participants in MSCP
 - Represents a couple thousand acres, most small landowners

Concepts Presentation-

Maps A, B, and C are conceptual and drawn at a regional scale. Concepts are only used as reference points. There is no population data included in the concept maps because we must get an idea of which concept or concepts are supported or opposed.

Discussion:

Transportation is integral to all concepts, not only concept C. By including estates in the concept A map, the concept loses its purpose.

Some group members were concerned about the reality of the concepts. When does the real market reality take over conceptual?

Direction-

Criteria for concepts will be discussed at the next meeting. After completing criteria, the department will run more maps, do a market check, ecological check and then see where the population numbers go.

The group would like to see the City's General Plan or existing land use map.

A discussion of community design standards will be discussed at a future meeting.

Public Comments-

- Community character is a major issue. Would like to see written minutes from both groups.
- The concepts do not fit all communities. Having Transfer Development Rights (TDRs) in transportation corridors can help create large open space areas. The county should look at "Curtin's California Land Use Law". There is a new section on LAFCO that discusses expansion of utilities under LAFCO.